



# Seller's Tips

## What to Sell:

Many items can be sold at your garage sale including those which require some attention or repair. Remember, when presenting your items, the cleaner and nicer they appear, the more likely they are to sell. Items that typically sell well are: antiques, memorabilia, furniture (including chests of drawers, bookcases, tables, chairs, un-upholstered furniture and patio furniture) appliances, tools, garden equipment, unstained clothing (should be clean, sorted by size/type, easy to see and sort through, preferably on hangers), accessories such as handbags and belts, “knick-knacks”, baby items, toys, games, plants, sports equipment, pet accessories, jewelry, luggage, electronics, musical instruments, bicycles, kitchen items, books, sewing items including sewing machines and material remnants, baskets, storage containers, picture frames, art, candles, home interior decor

## Setting up your sale:

Don't wait until the last minute, start planning your sale at least two to three weeks ahead of time. Use this time to clean out your garage, closets, storage sheds, attics, etc. Be sure to clean the sale items. Soap, water and a little elbow grease can really improve the appearance and value of your items. Here are a few things to consider that may make it easy for shoppers to find your great deals:

- Create attractive and creative displays.
- Organize your sale items and group similar items together:
  - By Price: “Everything in this basket \$1”
  - By Category: Garden supplies, kitchen supplies, etc.
- Hang clothing on racks organized by size, gender and type
- Set your prices and be willing to bargain. Make a list of prices or put price tags on all of your items. Many shoppers love the thrill of a good deal, consider pricing items cheaper if the shopper buys more than one item: 1 for \$3 or 2 for \$5, and be willing to negotiate on prices.
- Call attention to your garage sale by placing an unusual or especially interesting item in a high visibility area.
- Rope off an area, or put up a “Not for Sale” sign on those items you want to keep.
- Set up a “Free” box for items you wish to give away.
- Consider offering, “Buy one, get one free” deals.
- Most customers will want to see if and how specific items work before they purchase them
- Be prepared for early shoppers. Most serious garage sale shoppers come out early.

## Pricing your Merchandise:

- As a general rule, start pricing at 20-25% of retail for items that are in good shape.
- Group items by price and type (Books \$1 or items on this rack \$5, etc.).
- If you are participating in a group sale, inventory and mark items using color coded stickers so that profits go to the right person. Designate one “check-out” area and keep track of dollar amount sold for each person.
- Prepare to discount and negotiate prices.
- Advertise “cash only” if that is your preference.
- Have plenty of change for sale day. Most people come with \$5, \$10, and \$20 bills; it is a good idea to have lots of \$5 and \$1 bills for change.
- Price your items lower to free by the end of the day to reduce leftover/unsold items.



### Supplies Needed:

- Stickers to price items
- Tape measure- Customers may need to know the exact dimensions of an item, especially furniture
- Extension cord- Customers may want to test electrical appliances
- Calculator to total up purchases.
- Grocery bags and newspaper to bag and wrap fragile items you sell
- Change for customers' purchases
- Poster board and markers for signage at your sale location

### Using Garage Sale Signs:

Please Note: The Town of Los Gatos municipal code prohibits garage sale signs from being placed on any public property.

### After Your Sale:

Donate your unwanted or leftover items to a reuse organization, Reuse & Resale Resources list for donation centers. Consider bring accepted items to the Second Chance Day Donation Drive at the LGS Adult Recreation Center on Sunday, October 2, 2011. Only specific items are accepted at this event, please visit [www.losgatosca.gov/secondchance](http://www.losgatosca.gov/secondchance) for more information, or call the Town of Los Gatos at 408.354.6834.

### Other ideas:

- Consider sharing the work and fun by holding a group sale with friends or family.
- Give the kids a chance to make a little money and have their own table at the sale with the responsibility of pricing and selling their merchandise.
- Get out that radio! Listening to music makes shopping and selling more fun and relaxing.



# Happy Selling!